

Regulation 7310: Naming Of Facility**Status:** ADOPTED**Original Adopted Date:** 12/09/1997 | **Last Revised Date:** 06/25/2019 | **Last Reviewed Date:** 06/25/2019**Definitions**

"School" shall refer to an AUSD school site.

"Facility" shall refer to other AUSD buildings, grounds, parking lots, playing fields, and fixed equipment, as well as any part of a school or district building or any other defined space within any district facility.

Criteria for School/Facility Names

Schools/facilities in the district may be named or renamed for:

- Local geographic features
- Persons who have made significant contributions to the lives of citizens in this city, state, or nation
- Areas of curricular concentration or special concepts or approaches to education, as long as the concepts or approaches are coherent with contemporary AUSD or Alameda community values
- Naming New Schools/Facilities

In naming new schools/facilities, the following steps shall be followed:

1. The Board of Education shall request suggestions from the public through an announcement at a regular Board meeting and in regular district communications.
2. In the case of a school, the principal/designee of the school shall convene a naming committee composed of representatives of the new school's community, students, and parents/guardians and members of the staff.
3. The advisory committee will consider all names submitted and will present three possible names (in order of preference) to the Board through the Superintendent.
4. The Board will consider the recommendation of the committee in selecting the name. The name(s) proposed will be announced at a public meeting before the meeting at which the Board of Education is asked to consider, discuss, and vote on potential approval of the name.

Naming an Unnamed Facility

If the Board of Education desires to name a currently unnamed facility (or part thereof), it may do so as long as the name fits the criteria set forth in BP 7310 and the Board completes the following steps:

1. District staff shall hold one meeting with employees who regularly work in the facility to discuss the proposed name.
2. The Board will publicly announce the proposed name at a Board of Education meeting one month prior to the date the Board will discuss and vote on the proposed name.
3. During that one-month period, the District shall use standard District communications (including newsletters, the website, and social media) to publicize the proposed name and inform the public of the manner by which it can comment.
4. A budget for the re-naming will be included with the agenda materials for the meeting at which the Board will take action.

Renaming Schools/Facilities

1. Review of Existing Names

The decision to review

A review of an existing school or facility name may occur if one of the following occur:

- a. A petition requesting a review is signed by one-quarter of students officially enrolled in the school; or

- b. A petition requesting review is signed by parents or guardians of at least one-quarter of students officially enrolled in the school; or
- c. A petition requesting that a review be conducted is signed by at least 50 percent of the school's employees (including part-time employees); or
- d. The Board directs that a review be conducted; or
- e. The Superintendent decides that a review is needed.

The review process:

If a petition is received or the Board or Superintendent decides that a review is needed, the Superintendent or designee shall conduct a review of whether the name of a school or district facility is appropriate.

- i. If a school or district facility is named after an individual, that review shall examine whether the individual, on the whole, has made outstanding contributions to the community or made contributions of state, national, or worldwide significance in light of the Alameda community's values and contemporary view on history.
- ii. If a school or district facility is named after a geographic area, the review shall examine whether the name has become outdated given changes in the geographic area.
- iii. If a school or district facility is named after an area of curricular concentration or educational value, the review shall examine whether that concentration or value is still relevant to the school and/or appropriate for the Alameda community.

Meetings about the review

As part of any review of the name of a school or a district facility, the review shall include at least one meeting with students during normal school hours, at least one meeting with school employees invited to attend, and at least one meeting with the families of students enrolled in the school invited to attend. There shall also be one open meeting scheduled for all interested to attend.

Notice of such meetings will be provided at least two weeks in advance using standard District communications (including newsletters, the website, and social media).

In the case of non-school facilities where students do not attend, the review shall include at least one meeting with employees who regularly work in that facility invited to attend.

Recommendation to consider name change

Based on the review conducted by the Superintendent or designee, as well as any additional information or input that the Superintendent or designee deems appropriate and necessary, the Superintendent shall recommend to the Board that it vote to discontinue the use of the name and proceed with the renaming process.

In the event that the Board decides to consider discontinuing the use of the name of a school or district facility, the existing name shall continue in use until the Board determines a new name pursuant to the process established below.

Simultaneous reviews

If the review of an existing name (or the naming process for an unnamed facility or school) is underway, the Superintendent will not act on another petition for review of a school or facility until:

- 1. any preceding naming process has been completed;
- 2. the Superintendent has reviewed the effectiveness and implications of the procedures detailed in the regulations; and
- 3. a proposal to revise or let stand the relevant policy and regulations are included as part of a report to the

Board of Education.

4. School Renaming Committee

If the superintendent or designee deems a school name review necessary, the principal shall convene a school renaming committee. That committee shall be composed of representatives from the school's certificated and non-certificated staff, students, parents/guardians, alumni groups, and school community (such as members of business or neighborhood organizations and civic officials).

5. Renaming Community Meetings

Once formed, that committee shall convene at least three community meetings.

1. The purpose of the first meeting will be to alert the community that a naming process has begun.
2. The purpose of the second meeting will be to solicit potential names.
3. The purpose of the third meeting will be to receive feedback on the potential names the committee is considering.

Notice of such meetings will be provided at least two weeks in advance using standard District communications (including newsletters, the website, and social media).

4. Community Survey

The committee will provide a minimum of 2 names and a maximum of 5 names and conduct a survey of the school community.

5. Representative Response

Efforts must be made by the committee to ensure that the survey is distributed to all current members of the school's staff and student body and to all official school support groups. The committee shall maintain documentation of efforts taken to reach a substantial number of the school's parents/guardians, staff, alumni of recent years (no fewer than four years if possible), and neighbors of the school.

For secondary schools, the Committee shall also include documented efforts to solicit input from students, staff, and community representatives from all feeder schools.

6. Submission to the Superintendent

If the majority of the school community votes to approve the new name, the advisory committee will vote to submit it to the Superintendent. At least three-fourths of all of the advisory committee members must vote to recommend the name in order to submit it to the Superintendent.

Submission to the Superintendent shall occur within six months in which schools are in session of the creation of the advisory committee.

Should no such recommendations be submitted by the advisory committee, the Superintendent shall bring forward a recommendation upon which the school community can vote.

7. Submission to the Board of Education

If the superintendent approves the name, s/he will submit it to the Board of Education for final approval. The Board will vote on the new name after a 60 day public comment period. During that 60 day period, the District shall publicize the proposed name and how the public can comment through standard District communications (including newsletters, the website, and social media).

8. Standards and Implementation of New Signage

When name recommendations for a school or District facility are brought to the Board, the Superintendent or designee shall, based on the District's approved standards for exterior signage, provide information regarding the location, cost, and construction timeline for designing and erecting of the new signage.

9. Use of New Name

The school may begin using the new name effective July 1.

10. No Change/10 Years

Once a new name is approved, it shall not be changed for at least 10 years, unless the name ceases to adhere to renaming criteria.
